

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

(Attorney Docket № 14309US02)

In the Application of:

Jeyhan Karaoguz, et al.

Serial No. 10/675,468

Filed: September 30, 2003

For: MEDIA PROCESSING SYSTEM
SUPPORTING PERSONAL
ADVERTISEMENT CHANNEL
AND ADVERTISEMENT
INSERTION INTO BROADCAST
MEDIA

Examiner: Patrick A. Ryan

Group Art Unit: 2427

Confirmation No. 5572

Electronically Filed on 16-Mar-2009

**PRELIMINARY AMENDMENT AND REQUEST FOR CONTINUED
EXAMINATION UNDER 37 CFR 1.114**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Final Office Action mailed January 5, 2009 ("Final Office Action") in the above-identified application. The Applicant respectfully requests entry of the following amendments preliminary to continued examination in the instant application and consideration of the following remarks. The Applicant also respectfully requests continued examination in the instant application.

Application № 10/675,468
RCE-Reply to Final Office Action of 1/5/2009

Amendments to the Claims are reflected in the listing of claims, which begins on page 3 of this paper.

Remarks/Arguments begin on page 13 of this paper.